

## Florida

### Nutrition and Physical Activity Program to Prevent Obesity and Other Chronic Diseases

<http://www.doh.state.fl.us/family/obesity/index.html>

#### The Epidemic

57% of Florida adults are overweight or obese.  
(CDC BRFSS, 2002)

26% of Florida high school students are overweight  
or at risk of becoming overweight. (CDC YRBSS, 2003)

The obesity rate among Florida adults increased by  
43% from 1990 to 2002. (CDC BRFSS, 1990, 2002)

#### Recent Accomplishments and Products

- Governor's Obesity Task Force recommendations for physical activity and nutrition among families, communities, schools, and work sites.
- A 5 A Day envelope to hold WIC voucher checks
- Funding of 17 county health departments to implement policy and environmental changes.
- Training in the Loving Support Breast-feeding curriculum for community health workers.
- *Health inSite*, an employee wellness initiative to promote good health among state, public, and private employees.
- A "5 a Day the Florida Way" curriculum for use by 5 A Day coordinators in county health departments.
- A Kids Walk to School Day.
- A Statewide walk for the Step Up Florida campaign.

#### New Partners

All Children's Hospital  
County Health Departments  
Fla. Alliance of Health, Phys. Ed., Recreation, & Dance  
Florida Dairy Council  
Florida Department of Law Enforcement  
Florida Medical Association  
Florida Osteopathic Medical Association  
Florida School Nurses Association  
HEBNI Nutrition  
Hispanic Health Initiatives  
Little Havana Senior Center  
Reaching U Network  
St. James Council of Church Based Health Programs  
U. of Florida Institute of Food, Nutrition, and Science  
U. of South Florida Prevention Research Center  
Well-Spring Prevention Center

#### Program Priorities

Florida's 3-year statewide obesity strategic plan consists of six goals:

1. Slow the rise of overweight and obesity.
2. Increase lifelong physical activity.
3. Improve nutrition across the lifespan.
4. Establish public policies that support the goal of reducing and preventing overweight and obesity.
5. Improve the health of people who are overweight or obese.
6. Build and sustain the Florida Partnership.

An intervention is being pilot tested that uses multiple approaches to increasing physical activity among public school students in five north Florida counties. Pedometers are provided, as well as educational materials for use in monthly newsletters. Incentives are offered to grades with the highest step count.

#### Upcoming Events and Products

- Media campaigns using billboards, radio public service announcements, and Direct Hit advertising.
- 5th Annual Obesity Conference.
- Professional obesity prevention audio and video teleconference programs.
- Release of 2003 Youth Physical Activity and Nutrition Survey data on middle school students.
- Evaluation of first year results of the north Florida pilot intervention.

Project Period: 2003-2008

Year First Funded: 2001

Funding Stage: Capacity Building

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